

Trash Free Waters/Urban Waters/NEP FY17 EPM Proposal: "XXXX": Clean Bay Certified Restaurant Source Reduction Program

Every year an estimated 8 million tons of plastic are discharged into the world's oceans ([Scientific American](#)) - 10 metric tons of this plastic comes from the Los Angeles area, daily ([Center for Biological Diversity](#)). Up to two-thirds of marine debris cataloged on beaches comes from single-use, disposable plastic packaging from food and beverage-related goods and services ([EPA](#)). With roughly 50 percent of plastic being used only once and then disposed of, a tremendous opportunity for source reduction and plastic pollution prevention is presented ([EcoWatch](#)).

The Santa Monica Bay National Estuary Program (SMBNEP) will address marine debris through a two-pronged approach. First, through its existing Clean Bay Certified (CBC) Restaurants Program will engage participating restaurants to reduce single-use plastic items. Second, SMBNEP will work with one Santa Monica Bay Watershed city to analyze volumetric trash data that will serve to, simultaneously, define the impact that plastic bag and EPS bans have had on the environment and target locations for where SMBNEP's plastics reduction program will make the biggest impact.

Program objectives include:

- Compile and conduct trash characterization of volumetric data from stormdrain and CDS unit cleanouts for 1 Santa Monica Bay Watershed city
- Conduct targeted engagement at 10 CBC restaurants in the Santa Monica Bay Watershed on plastic pollution
- Of these 10 restaurants, work with 3 to implement a source reduction plan and provide hands on assistance to reduce disposables and increase the use of durables at each establishment.

The SMBNEP has a strong, pre-existing connection to 450 restaurants in the Santa Monica Bay Watershed through CBC. We work with 11 cities (Malibu, Santa Monica, Culver City, Inglewood, Manhattan Beach, Redondo Beach, Hermosa Beach, Torrance, Rancho Palos Verdes, Rolling Hills Estates, and Palos Verdes Estates) to inspect and certify restaurants that voluntarily implement initiatives to reduce stormwater pollution and protect the environment. Our established partnerships with cities and restaurants provides a solid foundation to pilot XXXX. Specifically, SMBNEP staff will work with CBC cities to obtain trash data from stormdrain and CDS unit cleanouts and, if available, street sweeping, which will help identify high trash generation zones. Restaurants located within these zones will be selected for program engagement.

The Clean Bay Certified XXXX will achieve the following results:

Outputs

- 450 restaurants educated on plastic pollution and marine debris
- 3 restaurants converted from disposable ware to reusable ware
- Number of plastic items eliminated such as, disposable utensils, cups, plates, bowls, food trays, straws, individually wrapped condiment packets, and napkins from food service operations on an annual basis by participating restaurants based on baseline metrics collected via pre-program surveys
- Tons of trash diverted from landfills
- 30-50% reduction of disposable foodware items that were targeted for reduction through a program audit
- Number of public engagement materials (i.e. table tents, messaging on flatware dispensers, etc.) used to engage restaurant patrons on plastic pollution
- Dollars saved at participating restaurants (i.e. potentially \$3,000 per location)
- 3 video case studies created for public engagement and program marketing
- 1 press release and bi-weekly social media outreach

- Adding CBC XXXX as a criteria in the CBC restaurant inspection checklist and handbook
- Window decal for XXXX

Outcomes

Short-Term

- Educating and shifting the behavior of 3 restaurants in the Santa Monica Bay Watershed
- Immediate reduction in single use disposables going to landfills and waterways
- Cost savings for participating restaurants

Long-Term

- Transferable model for plastics reduction program at food serving establishments
- Increase in number of restaurants switching from single use to durable dining supplies due to case study results
- Increased awareness in the community on plastic pollution and concrete solutions

In order to carry out XXXX, the following tasks would be completed:

- Contact Santa Monica Bay Watershed cities and obtain trash data
- Analyze trash data and map high trash generation zones
- Map restaurants in high trash generation zones
- Analyze data for a correlation between restaurants and high density trash zones
- Visit 10 CBC restaurants to educate each establishment and recruit program participants
- Develop source reduction plans at 3 participating restaurants
- Assist the 3 participating restaurants in transitioning to durable, reusable ware by way of auditing existing disposable costs, researching durable material vendors, providing financial incentive to help subsidize transition, and training restaurant staff
- Develop and print table tents and any additional outreach materials necessary to educate restaurant patrons on the program and solutions
- Distribute outreach materials to all CBC restaurants
- Analyze purchases of disposables (pre-pilot) versus reusables and determine cost savings and landfill/marine debris prevention over time
- Develop report on pilot project results
- Create 3 videos to share case study findings

Dollar amount requested: \$45,000.00 (scalable upon request)

Funding mechanism/grant #: Clean Water Act 320 Grant CE-99T51301

Mandatory Criteria:

1. This project is integrating TFW in a NEP CCMP study area.
2. The money will be reprogrammed into the NEP's Clean Water Act 320 FY 2017 grant.

Non-mandatory Criteria:

1. Tech Transfer/Info Sharing: SMNEP will engage businesses and cities in the watershed. Presentations will be made to the NEP governing board as well as the national NEP tech transfer meeting.
2. Transferability: the products developed under this project as well as the lessons learned could be transferred to other geographic areas in both the Los Angeles area and other coastal watersheds. A similar project was completed in the San Francisco Bay Area.
3. The project is already in the NEP's work plan, but was underfunded.
4. The project is in one of the 10 areas described by Emma Maschal on the last TFW call.
5. This project is focused on source reduction a.k.a. trash prevention.

Contact Information:

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Some project title ideas:

Ditch Disposables – maybe too similar to RD

Choose to Reuse

Plastics Are Forever

Durables Over Disposables

12 Minute Initiative (referencing that a plastic bag is used on average 12 minutes before it's discarded)

Carbon Bluetral / Bluetral / Ocean Bluetral

Sea Beyond Plastic